



Department of Career and Technical Education  
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Coordinated Plans of Study  
 for Career and Technical Education Scholarship

## Marketing Education

Marketing Management			Marketing Entrepreneurship			Sports/Entertainment Marketing		
Course Code	Description	No. of Cr	Course Code	Description	No. of Cr	Course Code	Description	No. of Cr
04080	Principles of Marketing	1/2 or 1	04080	Principles of Marketing	1/2 or 1	04080	Principles of Marketing	1/2 or 1
04081	Principles of Finance	1/2	04081	Principles of Finance	1/2	04210	Marketing I	1/2
04210	Marketing I	1/2	04110	Principles of Entrepreneurship	1/2 or 1	04215	Marketing II	1/2
04215	Marketing II	1/2	04111	Entrepreneurship	1/2 or 1	04223	Marketing III	1/2
04223	Marketing III	1/2	04210	Marketing I	1/2	04233	Marketing IV	1/2
04233	Marketing IV	1/2	04215	Marketing II	1/2	04239	Principles of Sports & Entertainment Marketing	1/2
04290	School Based Enterprise	½, 1 or 2	04290	School Based Enterprise	½, 1 or 2	04240	Sports & Entertainment Marketing	1/2 or 1
04310	International Marketing	1/2	04310	International Marketing	1/2	04290	School Based Enterprise	½, 1 or 2
04999	Cooperative Work Experience	1/2 or 1	04999	Cooperative Work Experience	1/2 or 1	04999	Cooperative Work Experience	1/2 or 1
Must complete at least 2 credits			Must complete at least 2 credits			Must complete at least 2 credits		